



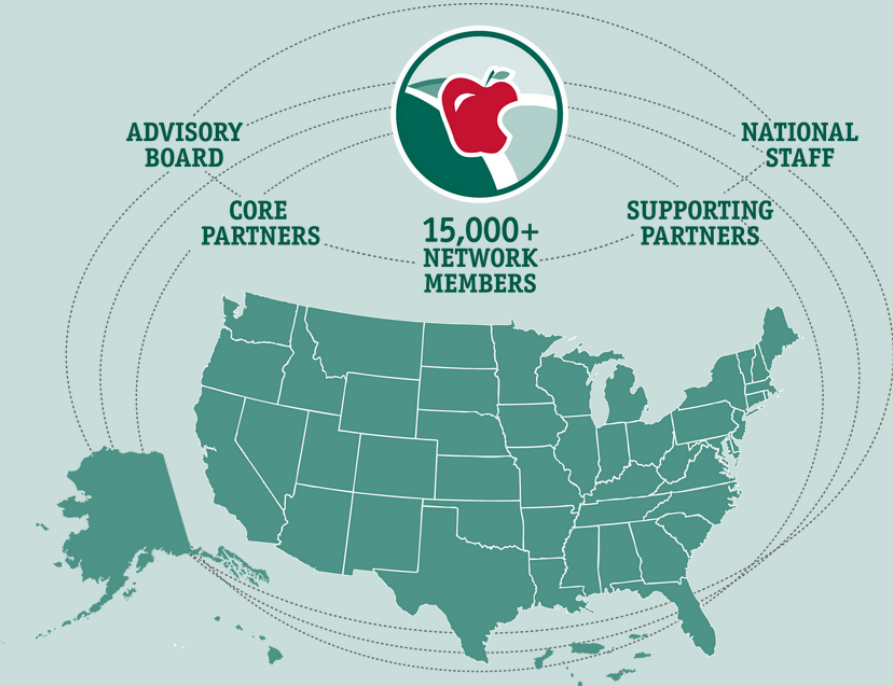
NATIONAL  
FARM to SCHOOL  
NETWORK



# CORE ELEMENTS OF **FARM to SCHOOL**



# Our Network



# What is Farm to School



- Local School (K-12 & ECE) Food Procurement
- School-Based Agriculture Curriculum
- Youth Focused Agritourism & Education



# Farm to School: Producer Benefits



- Diversified Market Opportunities
- Steady Income Stream
- Community Connection and Leadership
- Enhanced Food Production & Food Systems Literacy Among Local Youth



# Farm to School Statistics



- 28.1 Million School Meals are served every day (FRAC)
- 65.4% of Schools Participated in Farm to School
- \$1.26 Billion was spent on Local Food during the 2018-2019 School Year (USDA)



**STAR FARM  
CHICAGO**

# **CONNECTING URBAN AND PERI-URBAN FARMERS WITH FOOD INSECURE COMMUNITIES**

**THROUGH NEW WHOLESALE OPPORTUNITIES:  
POLICYMAKING, PERSONALITY, AND POPSICLES**

**PRESENTED BY  
STEPHANIE DUNN, EXECUTIVE DIRECTOR**

# ABOUT US.

Star Farm Chicago is a non-profit urban farm and landscaping service on the southside of Chicago. Established in 2016, Star Farm partners with organizations and institutions to bring local, fresh produce to underserved populations via home delivery, farmers markets, pop-ups, our mobile farmers market, and wholesale program.

Using the farm as a centerpiece for vocational training and horticultural therapy for persons with disabilities and youth programming, we activate our farm sites in Back of the Yards with family programming, community events, and local employment opportunities.

## We Build

With a combined 50 years construction experience, our team has built 35 gardens, 5 community gardens, and 8 urban farms

## We Service

We are committed to the success of the gardens we build through direct support and maintenance. Urban farming and gardening requires specialized planning and maintenance for optimal production and visual appeal.



<h1>1 million</h1> <p>lbs of local produce delivered</p>	<h1>10,000</h1> <p>farm visitors</p>	<h1>25</h1> <p>local jobs created</p>
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**We need to build the next generation of local farmers and purchasers from local farmers, whether institutional or direct**

Urban. Organic. Love.  
**STAR FARM  
CHICAGO**

est. 2016

Farmers Market Delivery • Veggie Garden Build-

Residential Compost Service • Farm to Table Dinners

[www.starfarmchicago.com](http://www.starfarmchicago.com)

The **CATHOLIC  
CHARITIES**  
OF THE ARCHDIOCESE OF CHICAGO  
**CATHOLIC CHARITIES**

**Through investing in food insecure communities' connections with urban and peri-urban farmers, we're building upon our clients generational value in farming, freshness, supporting local, and BIPOC-run operations, and serving communities who can benefit the most health-wise**

# TRADITIONAL MARKET CHANNELS

- CSA
- Wholesale to Restaurants, Catering
- Farmers Markets
- On-Site Farmstand
- Limited Grocery
- U-Pick





# BUILDING NEW MARKETS AND RELATIONSHIPS



G  
A  
G  
E

# Institutional Partnerships

*Star Farm*  
URBAN. ORGANIC. LOVE. ♡  
\* Our Services: \*  
FARM-TO-TABLE DINNERS  
RESIDENTIAL COMPOSTING  
LANDSCAPING SERVICES  
CSA: FARM FRESH  
PRODUCE DELIVERED!  
for more info, visit us at:  
[www.starfarmchicago.com](http://www.starfarmchicago.com)  
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# THE VALUE OF TRAILBLAZING RELATIONSHIPS

- **CO-CREATE A MUTUALLY BENEFICIAL CLIENT RELATIONSHIP THAT IS MORE SUSTAINABLE OVER THE LONG-TERM**
- **BECOME AN ANCHOR VENDOR THAT IS HIGHLY VALUED IN A NEW MARKET, NOT JUST LUMPED IN WITH A BUNCH OF OTHERS**



# EXAMPLES

Bring traditional market channels and products to new institutional clients

Institutions:

Chicago Park District

Chicago Commons

WIC/Catholic Charities

Healthcare Systems and Hospital Groups

Food Banks and School Systems: complex!

Local Foods (grant funded)

## BARRIERS

-Establishing importance

-Maintaining a Relationship

-Subject to grant funding

-Mixed Invoicing and Vendor Requirements

Good Food Purchasing Act?

# MORE REASONS TO TRAILBLAZE....

- ESTABLISH A RELATIONSHIP THAT FITS THE SCALE OF YOUR BUSINESS
- IDENTIFY GAPS AND OPPORTUNITIES FOR ENGAGEMENT THAT GENERATE INCOME AND BETTER SERVE YOUR CLIENT
- REDEFINE THE TRADITIONAL CUSTOMERS SOCIAL AND ECONOMIC DEMOGRAPHIC
- BROADEN YOUR "SPRINGBOARD SALES"



# RENOVATING TRADITIONAL MARKET MODELS FOR LOWER IMPACT, NEW CLIENTELE, AND A CHANGING WORLD





# CHALLENGES FOR GROWERS

**TECHNOLOGICALLY  
READY**

**PACKAGING  
AND  
DELIVERY**

**DISCOVERABILITY**

**CUSTOMER  
EXPERIENCE**



A close-up photograph of a person's hand holding a bunch of fresh red radishes with their green leafy tops. The radishes are still covered in soil. In the background, a colorful banner with the words "STAR FARM" and "NEEDS" is visible, suggesting a community garden or farm event. The scene is outdoors under bright sunlight.

Food Bank and Emergency Food  
Assistance

A top-down view of a wooden table covered with a variety of fresh vegetables. The items include several bunches of leafy greens like spinach and chard, a bunch of asparagus, a bunch of green onions, a bunch of chives, a bunch of small yellow potatoes, a bunch of purple and green beets, a bunch of green beans, and a loaf of bread. A pink egg carton containing ten brown eggs is also visible. The text "CSA/wholesale/marketing" is overlaid in white, with a small white letter "g" positioned below the "a" in "wholesale".

CSA/wholesale/marketing

g

**U**



**Pick**

**U Process**



**Process**

**U Pack**



**Pack**

**U**



**Prepare**



**INSTITUTIONS  
PURCHASE  
PRODUCE FOR  
CLIENTS**



**FOOD PANTRY  
PURCHASING**



**HOSPITAL AND  
AFFILIATE NON-PROFIT  
PURCHASING**



**BRING THE  
BAIT**

# Mobile Farmer Market



STAR FARM CHICAGO

Urban. Organic. Love

COMPOST • LANDSCAPING SERVICES • FAP • FRUITS & HOME DELIVERY

Urban. Organic. Love.  
STAR FARM  
CHICAGO  
est. 2008  
Farmers Market Delivery • Veggie Garden Patches •  
Residential Compost Service • Farm to Table Events  
www.starfarmchicago.com



# Meeting Clients Where They're AT



**STAR FARM CHICAGO**

LOCAL ORGANIC SOUTHSIDE

501c3

[www.starfarmchicago.com](http://www.starfarmchicago.com)

And.....Popsicles??







Life is



Good





**Thank you from Star Farm Chicago!**

**[www.starfarmchicago.com](http://www.starfarmchicago.com)**



# RESOURCES FOR URBAN GROWERS



# BEFORE WE JUMP INTO RESOURCES





# RESOURCES FOR URBAN GROWERS

## Available Resources for Urban Farmers



- The USDA
- Institution for Child Nutrition (ICN) Child Nutrition Sharing Site (CNSS) Resource Hub
- NRCS

# RESOURCES FOR URBAN GROWERS

## Bringing the Farm to School: Producer Resources



- Producer Workbook
- Case Studies
- Mock Producer Training Playlist
- Additional Producer Resources

# RESOURCES FOR URBAN GROWERS

## Additional Resources from The Land Connection



- Food Safety Plan Template
- Farm Financial Health Webinar
- Professional Development Fund